



MARKETING AMERICA'S ARMY

JULIA BOBICK

United States Army Recruiting Command G-5
Marketing, Partnerships & Outreach Directorate

Marketing Communications Campaign Goals

- ★ Motivate Prospects to Join the Army and Army Reserve
- ★ Generate Leads for Recruiters
- ★ Motivate Prospects and Influencers to Be More Receptive and To Seek More Information
- ★ Provide Information About the Benefits of Army Service
- ★ Maintain Top-of-Mind Awareness Levels
- ★ Overcome Sales Resistance
- ★ Promote a Positive Attitude About Army Service

AN ARMY OF ONE Adv

- ★ This campaign is based on quantitative and qualitative research
- ★ It tackles, head on, the basic misconceptions that hinder recruiting, such as “the Army is not a place I want to be”
- ★ The marketing plan recognizes the Army’s ongoing dual needs

- ★ Put people in boots now

- ★ Improve long-term recruiting propensity and accession by

personal growth, opportunity, and pride:
“The U.S. Army provides life experiences like no other job can.”
getting the Army into a young person’s consideration set



Implications

- Communicate Reality; in my world, my media, in my language - “peer to peer”
- Young adults do have a “Me/Now” mindset – but also want more – to be part of something important
- Army benefits go well beyond money
 - The Army invests in each Soldier - teaching life skills
 - Leadership, Teamwork, Values
- Deliver the right message to the right audience
 - Positioning Statement: “Being a Soldier strengthens you today and for the future because the Army develops your potential through relevant and challenging training, shared values and personal experience. Soldiers consistently take pride in making a difference for themselves, their families and the Nation.
- “An Army of One” recognizes the unique talents that Soldiers possess, while at the same time, it implies the combined strength that these individuals together create when united under one mission with one set of goals.

Target Audience

- Prospects: Youth ages 17-24 with emphasis on segments that emerge from on-going research
- Influencers: Adults 35-54 who are the primary influencers of the target youth, with emphasis on their parents
- Internal Audience: Those presently serving in the Army with emphasis on recruiters

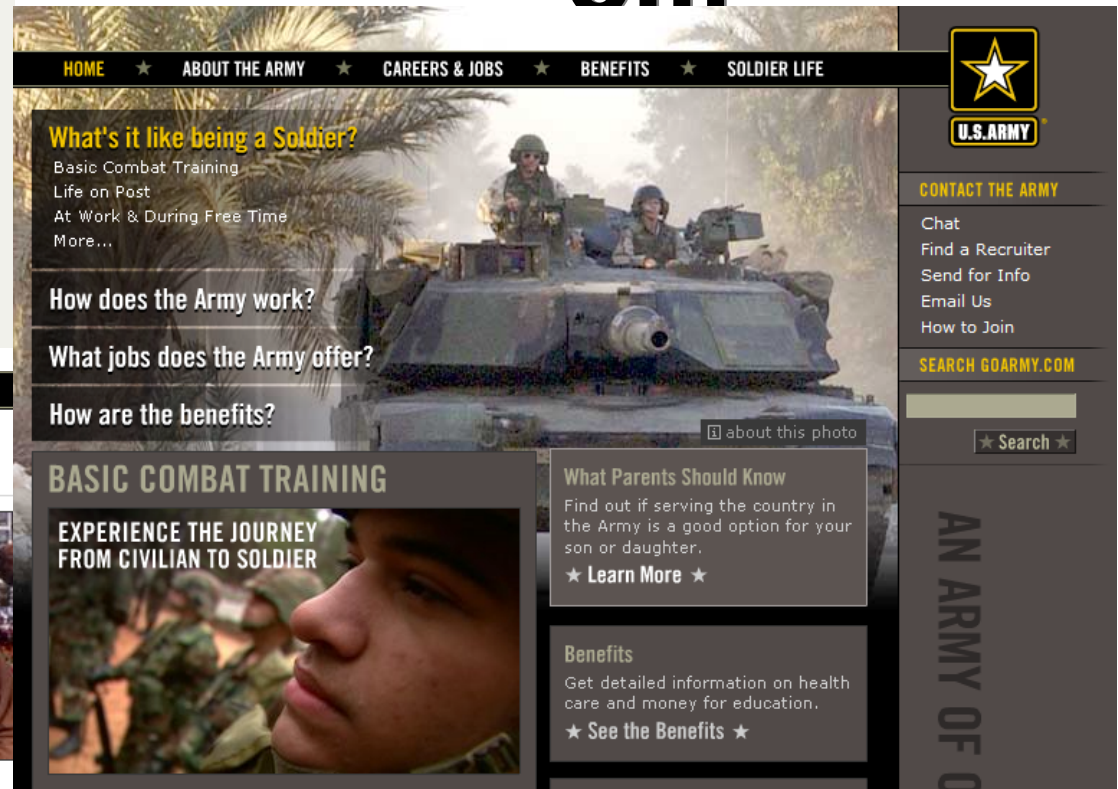
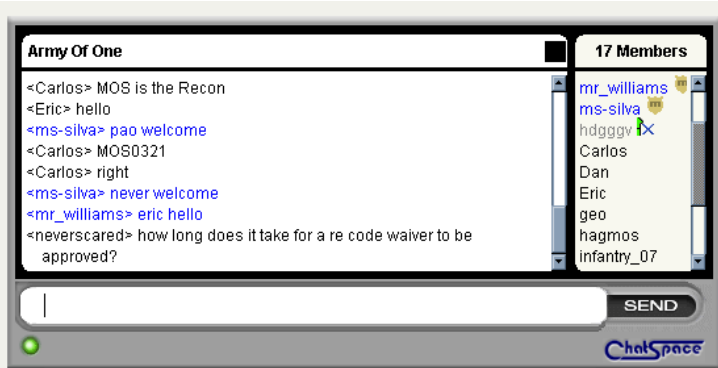


An Army of One Campaign

Summary

Totally integrated campaign

- **National advertising centered around goarmy.com**
(drive traffic to the Web site/chat room)
 - Online basic training vignettes (Webisodes) speak to barriers of enlistment and provide prospects with testimonials from their peers
 - New goarmy site launched July 04
- **Local advertising is used to drive traffic to the recruiting station or recruiting event**
- **Media On-line Placement System (MOPS)**
 - Provides Bdes and BNs with ability to create-place-purchase-and track Local Advertising (radio-print-events-theater-exhibit space)
 - MOPS currently stocks more than 600 ads



HOME ★ ABOUT THE ARMY ★ CAREERS & JOBS ★ BENEFITS

For Parents

- Overview
- Questions & Answers
- Meet the Families
- Using GoArmy.com



Overview

IS THE ARMY A GOOD OPTION FOR MY SON OR DAUGHTER?

By serving the country and protecting our freedoms, your son or daughter will be building a better future for others as well as for him or herself. A future full of pride, honor and opportunities.

But the benefits don't end there. Your son or daughter can also earn money for college, gain training in a multitude of skill areas, receive excellent healthcare benefits and take advantage of a wide variety of career options, just to name a few.



QUESTIONS & ANSWERS

When the time comes to have that important discussion with your son or daughter, we want you to have the facts. This section will give you straight answers to your tough questions.

- [Decision to Join](#)

THE ARMY CELEBRATES HISPANIC HERITAGE MONTH



Join the Army in celebrating Hispanic Heritage Month — September 15th through October 15th.

★ [Learn More](#) ★

FY03 = 11 million visits to Web site

252,385 Internet Leads

4,529 enlistments

YTD FY04 enlistments - 3,827

Cyber Chat room leads conversion rate = 22.21%

(as of 30 Aug 04)

Station Merchandising

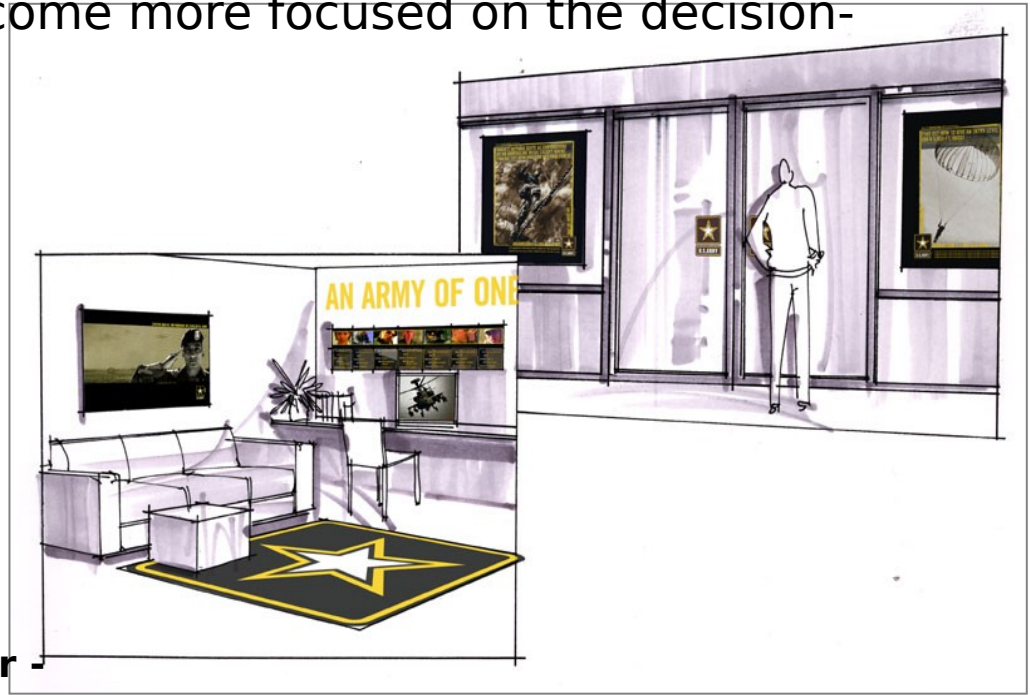
Retail environment/Point of Sale serves as:

“Closer” for in-store purchasing decisions - 74% influence

Influencer for impulse purchases - 86% influence

Brand reinforcer

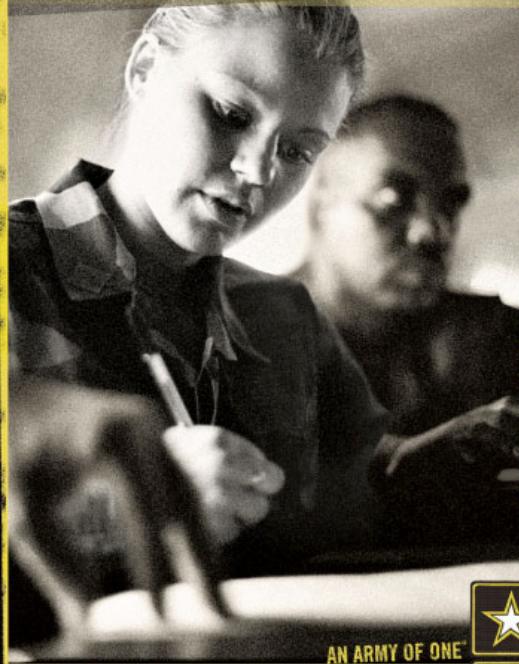
Recruiting Stations must become more focused on the decision-making process



The objective here is to create an emotional link with the viewer to offer them relevance and understanding. Get the passersby to turn their heads (recall of awareness).

Sergeant **Kandra Arling** 73C Finance Specialist

IMAGINE FILLING OUT A JOB APPLICATION AND RUNNING OUT OF ROOM WHERE IT SAYS "EXPERIENCE."



AN ARMY OF ONE™

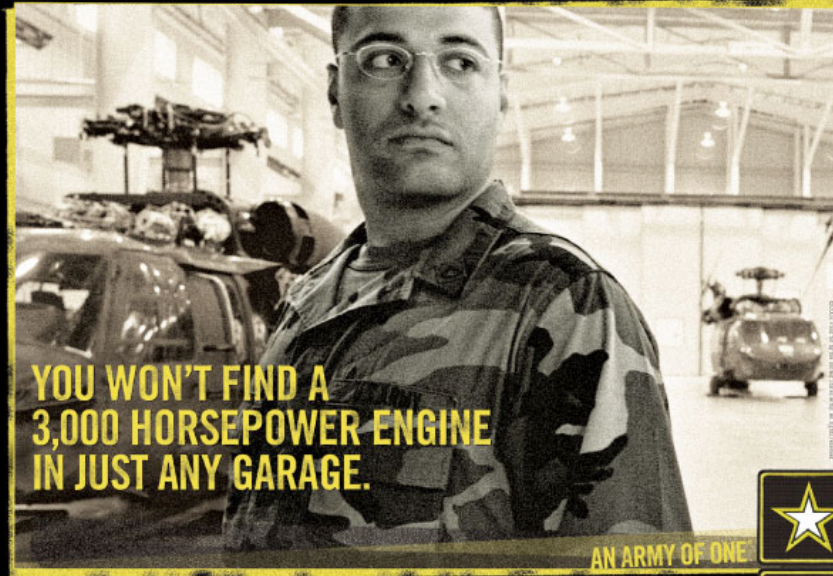
GOARMY.COM • 1-800-USA-ARMY



U.S. ARMY

MEDIA TRAINING

Private First Class **Tamer Saoud**, 698 Aircraft Powerplant Repair



YOU WON'T FIND A
3,000 HORSEPOWER ENGINE
IN JUST ANY GARAGE.

AN ARMY OF ONE™

There are over 200 ways to be a Soldier. Find the right one for you at GOARMY.COM • 1-800-USA-ARMY



U.S. ARMY

Staff Sergeant **Donald Washington**, 110 Infantry

WHAT'S SO COOL ABOUT WORKING
ON COMPUTERS IN THE ARMY?
SOME OF THEM CAN DO SIXTY.



U.S. ARMY

AN ARMY OF ONE™

With an integrated thermal weapons sight, GPS and on-the-go central tire inflation system, the 350 horsepower, 19-ton Stryker is basically an armored computer. As a tech support Soldier, I keep the



Stryker's systems up and running. That means the entire Army can stay up and running, too. There are over 200 ways to be a Soldier. Find the right one for you at GOARMY.COM • 1-800-USA-ARMY



MEDIA

EXPLORE



We Report. You Decide.



- Program Facts
- Bios
- Andy Rooney
- Contact Info
- Up Next
- Tapes and Transcripts



WHY DOES THE MEDIA WANT TO TALK TO YOU?

- Because you are a spokesperson
- Because you are in charge
- Because you were there
- Because you are an expert

WHY TALK TO THE MEDIA?

You have an obligation to be accountable.

You have an opportunity to gain public support for the
Army.

10 ELEMENTS OF NEWS

Consequence
Immediacy
Prominence
Conflict
Proximity
Suspense

The collage features three distinct news website interfaces. The top section shows a screenshot of The New York Times website from June 12, 2003, with headlines such as 'Israeli Forces Take Aim at Hamas for Third Strike in 24 Hours' and 'U.S. Expands Plan for Cargo Inspections at Foreign Ports'. The middle section displays the ArmyTimes.com website, featuring a headline about an Apache helicopter being shot down in Iraq. The bottom right section shows a business news site with headlines like 'Indicts Three Former egypt Executives' and 'O Slashes Bases in e for Global Role'. The websites are layered and partially overlapping, creating a sense of a news landscape.

Emotion
Sex/Morality
Oddity
Progress

EDIA'S VIEW OF THE ARMY

Too Slow

Inaccessible

Biased

Reactive

Bureaucratic

Disdain

Career Enders

Distrust

Liberal

Slanted

ARMY'S VIEW OF THE MED

TODAY'S REPORTER



- ❖ Smart
- ❖ Human
- ❖ Skeptical
- ❖ Loyal - to the Boss & "Public"
- ❖ Competitive
- ❖ Mission Oriented - "The Story"
- ❖ Limited Military Knowledge



KNOW YOUR REPORTER

Who is the reporter?

Who else is being
interviewed?

Who is the ultimate
audience?

What is the topic?

When is the interview?

How will it be used?

When will the results appear?

Where will the interview take
place?

How will the interview be
conducted?

Why is the interview being
conducted?

PREPARATION

Anticipate difficult questions

Stay up on current affairs

Develop canned answers just in case

Ask your APA staff for Q&As

Know your command messages

Two types - general and specific

Target your audience (who, why, what)

Proper Planning Prevents Poor Performance

Practice makes perfect

CONDUCTING AN INTERVIEW

- Prepare, Prepare, Prepare
- Always Tell the Truth
- Repeat, Repeat, Repeat Key Messages
- Use Everyday Language, Not Jargon
- “I Don’t Know” is Acceptable
- Don’t Use “No Comment”

STAY IN YOUR LANE!!

If you don't have
responsibility for it,
don't talk
about
it!!



CRITICAL PA GROUND RULES

“ON THE RECORD”

Direct Attribution

“Colonel John Smith said today...”

“BACKGROUND”

Indirect Attribution

“Senior staff officials acknowledged...”

“OFF THE RECORD”

By prior agreement, information cannot
be published or attributed

Information provided for a general
understanding of the subject or situation

If you don't want to see it or hear it,

Don't say it!

Watch out for
personal opinions!

TRAPS AND TECHNIQUES

TRAP

Machine gunner

barrage of questions

Dart thrower

Paraphraser

"so what you're saying is ..."

Interrupter

Trying to answer all of the questions.

You react angrily,
Become negative and lose the chance to deliver the message
Your words are misinterpreted.

You are continually interrupted until you give in.

TECHNIQUE

Choose the question you most want to answer.

Remain calm and positive. Bridge.

Restate your point.

Be assertive.

BRIDGING TRANSITIONS

Bridge From a Negative to a Positive

“What I’m really here to talk to you about today is....”

“Let’s look at that from another perspective....”

“That’s not my area of expertise, but what I can tell you is....”

“That reminds me of....”

FLAG YOUR MESSAGE

“The bottom line is....”

“The best part about this issue is....”

“The three key points are....”

“What I really want your viewers to remember is....”

WORDS

Short 8-second sound bites.

Simple Avoid jargon, acronyms,
pretentious language.

Smooth Rehearse your answer.

Sweet Phrase your answers
in a positive manner.

NONVERBAL COMMUNICATION

PERCEPTION IS REALITY

**How Audiences Get Their
Information**

Words: 10%

Voice/Tone: 35%

**Body Language:
55%**

VOICE

Speak slowly and clearly

Project your voice

Sound confident, sincere

Pause before you answer

BODY LANGUAGE

Open

Relaxed

Energetic

Friendly



OPENNESS AND ENERGY

Keep your head up.

Maintain eye contact.

“Talk” with your hands and face.

Smile unless the subject is very grave.

Be natural.

Pep yourself up.

INTERVIEWS

STANDING

- Weight evenly distributed, with one foot slightly in front of the other.
- Stand straight with arms at sides when not using them.
- Ignore the mike.
- Don't cross hands in front or back or cross arms.

SEATED

- Choose appropriate chair.
- Sit up straight, lean slightly forward.
- Look at the reporter.
- Talk with your hands.
- Vary position from time to time.

APPEARANCE

Check and double check yourself in a mirror.

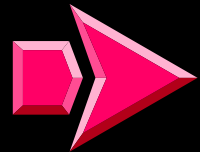
- Is your uniform correct? (Especially Class As)
- Is your hair within Army standards?
- Is your appearance professional?

~~THE 10~~ COMMANDMENTS OF COMMUNICATION

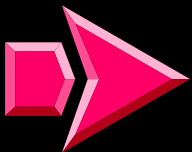
1. Be yourself.
2. Be comfortable
and
confident.
3. Be honest.
4. Be brief.
5. Use humor when

appropriate.
6. Be personal.
7. Concentrate.
8. Show energy.
9. Be positive.
10. Show sincerity
and concern.
- 11. *Never Lie.***

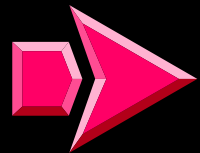
IF YOU REMEMBER NOTHING ELSE...



Tell It All



Tell It Fast



Tell It First

PA INFORMATION


<http://hq.usarec.army.mil/ap>
[a/index.htm](http://hq.usarec.army.mil/ap/index.htm)

The G5 internal site is intended to provide current information on partnerships, communication, education and outreach issues within USAREC.

The site contains current public affairs guidance, and the national recruiting mission talking points for your use.

www.usarec.army.mil/hq/apa/

The directorate's public site includes national mission talking points.



United States Army Recruiting Command G5

Army Recruiting Regional Public Affairs Offices Directory - PDF

G5 Home

U.S. Army Recruiting Command goals

Fiscal Year 2004 Missions (The Fiscal Year is October through September.)
Active Army Mission -- 77,000
Army Reserve Mission -- 21,200

FY04 Year-to-Date Accomplishments (through April 2004)
 We have recruited 41,467 Soldiers for the Active Army. We have over-achieved our year-to-date mission of 41,352 by 115 enlistments, which puts us at 100.3 percent for the year. We have recruited 9,449 Soldiers for the Army Reserve, exceeding our year-to-date mission of 9,398 by 51. This puts the command at 100.5 percent for the year.

FY03 Mission Recap:
 The U.S. Army Recruiting Command announced FY 2003 mission success Oct. 2, 2003, marking four years in a row of mission success.

Active Army		Army Reserve	
Mission	73,800	Mission	26,400
Achieved	74,132	Achieved	27,365

G5 - Intranet Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://hq.usarec.army.mil/apa/index.htm>

United States Army Recruiting Command G5

Contact Us

USAREC G5 :
 FAX: 502-626-0924
 DSN 536

[LTC Michael Shepherd](#)
 Assistant Chief of Staff, G5
 502-626-0143

[Kathleen Walker](#)
 Deputy Director
 502-626-0567

[Bonita Finch](#)
 Administrative Assistant
 502-626-0191

[MAJ Victor Melendez](#)
 Action Officer
 502-626-1078

[CPT Carl Fehrenbacher](#)
 Local Advertising/Events
 502-626-0171

[CPT Steven Lamb](#)
 Operations Officer
 502-626-0179

Public Affairs Division
[Douglas Smith](#)
 Public Affairs Officer
 502-626-0164

[Julia Bobick](#)
 Public Affairs Specialist
 502-626-0172

What's New

Below are links to information that has recently been added or updated on this site.

[PA Guidance](#) - June 22
 Current Army themes/messages & talking points; new army uniform

[Chain of Command](#) - June 16

[Unit memberships](#) - June 10
 3d QTR reports due July 19
 Updated reg, forms in April 2004
 Rctg Bde & Bn Ops Update

[Recruiter Journal](#) - June 8

[Monthly Talking Points](#) - June 3

[Army Birthday](#) - June 2
 Speech, Web site

[Army Training photos](#) - June 2
 TRADOC Web link

G5 CONFERENCE

Events

[National Events and conferences](#)

Mission

The USAREC G-5, Marketing Partnerships and Outreach Directorate, merges all of USAREC's outreach efforts: local advertising, public affairs, PaYS, education, events, promotions and partnerships. This site is intended to provide information on outreach, partnerships, communications, and education and issues.

We appreciate any suggestions you have to make this site better.

E-mail the [Webmaster](#).

Public Affairs Guidance

[Latest Public Affairs Guidance](#)
 PA Guidance from USAREC, DA, DoD

[Monthly Talking Points](#)
 USAREC monthly, YTD missions

[Q&As and Other Reference Files](#)
 Q&As, miscellaneous recruiting, Army demographic information

[Chain of Command](#) - Photos, Bios

[Media Relations](#) - Responding to national/international queries

[Hometown News](#) - DEP/DTP releases

Education

Education Division

Partnerships/PaYS

[Partnership for Youth Success \(PaYS\)](#)
 Partnership for Youth Success is a recruiting initiative developed by USAREC to appeal to young people interested in obtaining a quality civilian job after serving in the Army. This unique program is part of the Army's effort to partner with America's business community and reconnect America with the Army.

[PaYS reports Intranet page](#)
 Link to PaYS unit reports, training and marketing presentations, Partner Regional Activity Map and the Potential Partner Company Leads Referral System.

[PaYS Partner Regional Activity Map](#)
 Number of PaYS Partner Jobs Available in Battalion Regions

[PaYS Potential Partner Company Lead Referral System](#)

[PaYS Presentation - PPT file from G3 Conference](#) (March 2004)
 Explains PaYS partner referral and

AAC SOD is online at www.usaac.army.mil/sod/

CONTACTING US

G5 Public Affairs Division:

Mr. Douglas Smith (502) 626-0164

Ms. Julia Bobick (502) 626-0172

Ms. Dorothy Silva (502) 626-0171

Fax (502) 626-0924

DSN 536

e-mail pao@usarec.army.mil